

*It's Snapple Poppin' Time*

# SNAPPLE

POP BACK TO LIFE  
TEAM 343



\* TO THE TUNE OF FINGER POPPIN' TIME BY HANK BALLARD & THE MIDNIGHTERS



OUR DEEPEST APPRECIATION TO **PROFESSOR CONRAD NANKIN** AND **DR. LARRY CHIAGOURIS**  
FOR THEIR GUIDANCE AND ENDLESS DEDICATION.

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**BEYOND ADVERTISING**



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## ADDITIONAL THANKS TO:

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## EVERYONE NEEDS TO POP BACK TO LIFE - EVEN US!

Whether it's writer's block, exhaustion, or just a craving for a break, Snapple puts the POP back in our day!



THROUGHOUT THE PLANS BOOK, THE TERM NON-HEARTLAND WILL AT TIMES BE ABBREVIATED USING THE ACRONYM "NHL." HEARTLAND WILL BE REPRESENTED WITH THE ACRONYM "HL."

## A SONIC CAMPAIGN TO POP SNAPPLE INTO THE MINDS AND CARTS OF CONSUMERS NATIONWIDE

Research and analysis of the situation indicates that Snapple faces two key issues: (1) Snapple's heavy users are better classified as light users; and (2) the brand does not translate to Top of Mind Consideration – and not only in the Non-Heartland, but the Heartland as well.

- The “Pop Back to Life” campaign focuses on the target’s sweetest spot, zeroing in on Generation Y, ages 21-39. These individuals make up 25% of the current U.S. population and have maximum purchasing power potential, influencing both younger and older consumers.
- The target’s key shared attribute is that they lead busy lives. Our campaign positions Snapple as the refreshing break that will pop them back to life anytime, anywhere.
- Joyful, friendly, and exciting creative executions are immediately recognizable by our target. Not only will they see themselves at work, the airport, or just spending time with friends, but they will see how Snapple is the perfect break to their busy day.
- The signature tune “Snapple Poppin’ Time” will be the ever-present reminder in the minds of consumers across the nation. The catchy music engages the target through a variety of sonic media and promotes user generated content through integrated contests and events.
- 15-second commercials are strategically chosen to be adaptable across all screens and forms of social media for the always connected generation, thereby increasing reach and frequency.
- In order to best utilize media spending, the campaign breaks the target down into three major interest groups: “Pop Culture Passionistas,” “Entertainment Enthusiasts,” and “Sports Spectators,” all of whom receive equal weight.
- Integrated tactics will excite the target with fun events and contests that will drive brand awareness and engagement. The First Annual Snapple Poppin’ Tour, a four month, ten city concert festival, will energize the target with interactive carnival games and live music performances that will keep them talking all year long.
- Cause-related marketing through a partnership with Keep America Beautiful will spark community involvement and bring Snapple Sanctuaries to our top ten DMAs.
- Other partnerships capitalize on each major interest group by letting them hit it out of the park at the Little League Baseball World Series and step into the scene of their favorite films at AMC Theatres nationwide.

An exciting strategy with lively executions provides the foundation for the *Pop Back to Life* campaign and enables the 21-39 year old target to make Snapple their choice every time.



### EXECUTIVE SUMMARY

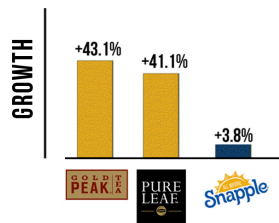
# CHALLENGE: POP SNAPPLE INTO THE MINDS & SHOPPING CARTS OF CONSUMERS NATIONWIDE

SNAPPLE IS FACED WITH TWO KEY ISSUES:

## SNAPPLE'S HEAVY USERS ARE BETTER CLASSIFIED AS LIGHT USERS

Kantar Media, a marketing and media research firm, defines heavy beverage users as users that consume **one or more of a certain beverage a day**. Snapple defines its heavy users as those who purchase a Snapple product 9 times a **year**. For most beverage brands, this does not come close to a heavy user!

Although Snapple has achieved growth in the RTD Tea market, its premium competitors have grown at significantly higher rates over the past year. The brand is simply not measuring up to premium competitors with regard to growth.



SNAPPLE GROWTH COMPARED TO PREMIUM COMPETITORS

## THE BRAND DOES NOT TRANSLATE TO TOP OF MIND CONSIDERATION

In one of our surveys, 333 respondents nationwide were posed with 2 open-ended questions:

1. "When you think of a juice drink, which brand comes to mind?"
2. "When you think of a packaged iced tea, which brand comes to mind?"

OUR RESULTS SHOWED THAT SNAPPLE IS NOT TOP OF MIND  
BRAND AWARENESS PERCENTAGES:

NHL juice: 1.5%  
HL juice: 4.02%

NHL tea: 10.4%  
HL tea: 18.09%

## CONCLUSION: SNAPPLE NEEDS A CAMPAIGN THAT WILL POP!

**P**resent the idea that Snapple not only quenches, but *restores the spirit*.

**O**ccupy a position as a top of mind brand in the target's consideration set nationwide, thereby increasing daily ...

**P**urchase frequency and creating brand loyalty that will enhance the Snapple brand.



RESEARCH

3



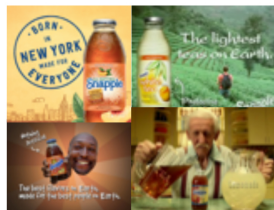
# SNAPPLE'S PAST MARKETING HAS MADE

## THE CHALLENGE MORE DIFFICULT THROUGH:

### INCONSISTENT MESSAGING

“ Snapple had a lot of different owners, a lot of different management, not the right spin, not the right focus...”

LARRY YOUNG, PRESIDENT/CEO OF DR PEPPER SNAPPLE GROUP, 2011



Over the past ten years, Snapple has released several inconsistent campaigns, leaving consumers unsure of the brand's direction.

“ The three Cs of customer satisfaction: Consistency, Consistency, Consistency...”

MCKINSEY & COMPANY, 2014

### RECENT MESSAGING

The #LoveSnapple New York-centered campaign has not been interpreted well by consumers nationwide. Canvassing top social media comments within nine months of the #LoveSnapple campaign, we discovered that it does not resonate with consumers ...



BRYAN J. ZYGMUNT / @DRBRYANZYGMONT / IOWA

I think it's comical that Snapple seems to think I should drink it because New Yorkers do. Get a grip, jokers.



GARRETT COG SAVAGE / @GARRETTWSAVAGE / ORLANDO

In a #snapple commercial they point out that "#NewYork loves Snapple and they want us to like it". Uh, we drink sweet tea down here dude.



RON HEBSHIE / @RONTINKBLOG / BOSTON

Does @Snapple really think loudmouth New Yorkers who #lovesnapple appeal to anyone other than loudmouth New Yorkers? Hint: they don't.

... and marketing professionals agree:

“ ... the unconvincing stereotype New Yorker vignettes in its commercials make the brand seem severely myopic. Why would someone love Snapple because New Yorkers love Snapple?...”

MARK BURK, NEW YORKER, BRAND STRATEGIST AND CO-FOUNDER OF BRANDNV, 2015

TO MEET THE CHALLENGE, OUR RESEARCH REVEALS A TWO PART SOLUTION.



RESEARCH

4



## THE SOLUTION, PART ONE: NARROW THE TARGET

WHY THE PREDEFINED SNAPPLE TARGET OF 18-49 IS  
**NOT** WHERE MAXIMUM CAMPAIGN POTENTIAL LIES:

**2013 DATA: SNAPPLE SHARE OF VOICE IS LESS THAN 8%\*** within the Ready to Drink Tea and Juice Drink category. Therefore, in order to best utilize the budget, the campaign minimizes waste and narrows the target to its sweetest spot.

\*Based on Snapple's media spend compared to all competitors in the RTD and Juice Drink category from Kantar Media.

### THE REFOCUSSED TARGET IS 21-39 (GEN Y)

- ➔ This group makes up 25% of the United States population and has maximum purchasing power potential.<sup>1</sup>
- ➔ Only 16% of consumers aged 40-49 are likely to pick up a Snapple. In addition, over 65% of 40-49 year olds do not like to try new things.<sup>2</sup>
- ➔ Based on their financial situation and position in the family life cycle, 18-20 year olds are not specifically targeted (but not excluded). In a few years, they will be making a life transition that will soon put them among the group to which they aspire: the Snapple target sweet spot.

“ Generation Y is ... not only regarded as a **promising market** for many products, but also as **influencers with a strong impact** on other segments. ”

PHILIP KOTLER, PROFESSOR OF INTERNATIONAL MARKETING AT THE KELLOGG SCHOOL OF MANAGEMENT, 2015

“ Gen Y is starting to enter the wealth accumulation phase, and companies that are struggling should look ahead. Based on ours and other research, **by 2017, Gen Y could outspend Baby Boomers**. As Boomers move on they'll be spending less, but Gen Y is just getting started. ”

JASON DORSEY, CHIEF STRATEGY OFFICER OF THE CENTER FOR GENERATIONAL KINETICS, 2012

<sup>1</sup>United States Census Bureau

<sup>2</sup>Simmons OneView 2013



RESEARCH

# THE SOLUTION, PART TWO:

## EMPHASIZE OPINION LEADERS WHO LIVE BUSY LIVES

### THE TARGET CONSIDERS THEMSELVES OPINION LEADERS

**"Gen Ys see themselves as changemakers."** - Barbara Bylenga, President & Founder of Outlaw Consulting\* (2011)

**21-39 year olds strongly agreed that they are good at convincing others to try new things.**<sup>3</sup>

\*Outlaw Consulting is a San Francisco-based company specializing in spotting trends for brands like Nike and Levi's.

### THEY LEAD A BUSY LIFESTYLE...

**"Your brand has to reward this triumph-craving generation's efforts in life and their busy lifestyle,"** - Joeri van den Bergh and Mattias Behrer, authors of *How Cool Brands Stay Hot - Branding to Generation Y* (2011)

**35-39 year olds are 74% more likely to work 51 or more hours a week.**<sup>3</sup>

### ... AND NEED A REFRESHING DAILY BREAK

**"Time away from work, school, and the stress of a busy lifestyle is crucial to revitalizing (or renewing) your brain health."** - Sandra Bond Champan, PhD, Founder and Chief Director of the Center for BrainHealth at The University of Texas at Dallas and author of *Make Your Brain Smarter - Increase Your Brain's Creativity, Energy and Focus* (2014)

**"Mental concentration is similar to a muscle. It becomes fatigued after sustained use and needs a rest period before it can recover."** - John P. Trougakos, Associate Management professor at the University of Toronto Scarborough's Rotman School of Management, member of the editorial board of the *Academy of Management Journal*, the *Journal of Management*, and the *Journal of Business Psychology* (2012)



**ZOEY, 29 / LOS ANGELES, CA**

"Thank goodness for my Kiwi Strawberry Snapple! When the clock hits 2pm and my brain is on pause, I can't wait to pop it open."



**JAYDEN, 37 / NEW YORK, NY**

"Before they tried it, everyone in my office used to make fun of my midday Peach Snapple break. Now the office manager has to order them in bulk! Vindication has been sweet."



**LOGAN, 22 / DENVER, CO**

"In between class and my internship, Snapple Apple is the sweet pause I need to pop back to life!"



<sup>3</sup> Simmons OneView 2013

RESEARCH

# THE PLAN TO POP BACK TO LIFE

## KEY INSIGHT

21-39 year old consumers are the most desirable for Snapple to target. They are often opinion leaders with busy lives who need a moment to pause during their day in order to refresh themselves.

## MESSAGE

No matter where you are or what you are doing, Snapple puts the 'pop' back into your day.

## REASONS TO BELIEVE

**Snapple is a fun brand that is associated with** "unexpected delights [that] make life great."<sup>4</sup> This refers to the daily moment that pops Snapple drinkers back to life.

### **The 'Pop' Creates a Moment**

When a break becomes necessary, the pop of the Snapple cap is the catalyst that wakes up the consumers' senses and refreshes their minds, thereby popping them back to life.

### **Convenience, Ease, and Accessibility**

Snapple's long-lasting, tactile packaging allows the consumer to sip and go as they please. Snapple's leading convenience features are shown by their dominating 6.9% presence in menus, overriding their competitors' presence of 2-4%.

## POSITIONING STATEMENT

Snapple is the beverage that delivers the pop, pause, and pleasure that brings the sweet taste of life.

## TAGLINE

“Pop Back to Life”

## TONE

Joyful, Friendly, Exciting

## ORGANIZING IDEA

All executions will be organized around the idea that Snapple is the catalyst for popping back to life. Partially in grayscale, the protagonist in commercials will be shown sporting a "Snappy" accessory shown in vivid "Snapple Orange" with a Snapple bottle in hand. Surrounded by a crowd engaged in a routine everyday activity, the Snappy protagonist will exude the joy, excitement, and liveliness that pops them back to life in the midst of an otherwise typical day. Portrayed as an opinion leader, the protagonist's sharing of Snapple spreads color and exuberance to the surrounding crowd, creating a chain reaction of joy among these Snapple drinkers.



<sup>4</sup>Snapple Case Brief

CREATIVE

# COMMERCIAL EXECUTIONS FROM ONE DAILY ACTIVITY...

## 15-SECOND VIDEO: NOT-SO-BORING BOARDROOM

VIEW COMMERCIAL AT [BIT.LY/COMMERCIAL343](http://bit.ly/commercial343)

IMAGE

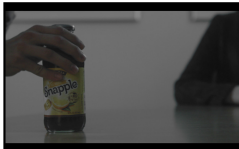
AUDIO

VIDEO

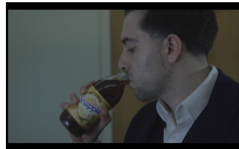
3



4



3



3



2



Snapple signature tune begins (a parody of "Finger Poppin' Time") ...  
"Hey now, hey now, hey now,"

"It's Snapple, pop, poppin' time."

"Snapple, poppin', poppin' time."

"The break feels so good, it makes me wanna shine!"  
SFX: Pop of Snapple cap

SFX: Clink of the bottles  
Voiceover: "Snapple: Pop Back to Life."

The opening shot shows a negative revenue chart. An establishing shot reveals the long boardroom full of unenthusiastic employees looking at their boss.

A mid-twenties man, the "Snapple Man", enters wearing a "Snapple Orange" bowtie, with a Snapple bottle in hand. Everything but these items is in black & white.

Medium shot cuts to closeup of the Snapple Man sliding a Snapple bottle down the table to the boss sitting on the opposite end.

As the bottle travels toward the boss, various unmarked drinks of fellow employees transform into Snapple bottles.

Medium shot of the boss picking up the bottle, pops it open, and takes a sip. Everyone else follows, and the whole room is drenched in color, turning the black and white scene to a vibrant one.

Long shot of the boardroom. The drink creates a happy, lively environment for all employees.

Snapple Man adjusts the revenue chart, turning the negative arrow of the chart to a positive one.

Close-up of the boss and Snapple Man toasting with their Snapple bottles.

The Snapple logo and tagline are supered on the screen.

### STRATEGY:

- 15-second spots were chosen to be adaptable to every form of media and increase reach and frequency.
- Executions will center around activities that apply to our target's busy lives.

### MUSIC: ENGAGING THE TARGET ACROSS PROMOTIONAL TACTICS

Presenting the key that unlocks our sonic campaign: "SNAPPLE POPPIN' TIME", an adaptation of "Finger Poppin' Time" by Hank Ballard and The Midnighters.

#### CAMPAIGN LYRICS:

"Hey now! It's Snapple poppin' time! The break feels so good, it makes me want to shine! Poppity, pop pop pop, Clink!"



CREATIVE

8

# ...TO THE NEXT.

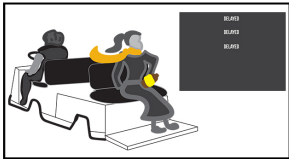
## 15-SECOND VIDEO: AIRPORT

IMAGE

AUDIO

VIDEO

3



SFX: Generic sounds of plane taking off.

Scene opens with a long establishing shot of an early-thirties female pilot ("Snapple Woman") on an airport shuttle cart. She is wearing a "Snapple Orange" neck scarf, and has an open Snapple bottle in hand. Everything but these items are in black & white. She passes a departure board showing that all flights are delayed.

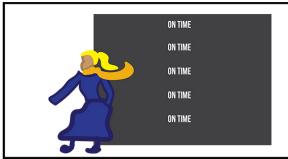
4



Snapple signature tune begins (a parody of "Finger Poppin' Time") ...  
"It's Snapple, pop, poppin' time."

Medium shot as the cart reaches a gate next to the departure board where a family of four sits. In the background of the shot, the gate board reads "Delayed." The Snapple Woman pilot stops and gracefully tosses 4 bottles to the family.

4



SFX: Pop when bottles are opened  
"The break feels so good, it makes me want to shine!"

Wide angle shot of the family popping open their Snapple bottles.

As the family takes sips, the camera pans to a long shot of the Snapple Woman bumping her hip against the nearby departure board, and simultaneously each flight status switches to "On Time."

4



"Poppity, pop, pop, pop."  
SFX: Clink of the bottles  
Voiceover: "Snapple: Pop Back to Life."

The scene is drenched in color. Long shot of the family, happy and dancing.

Close-up shot of the mother toasting her bottle with the Snapple Woman. The Snapple logo and tagline are supered on screen.



CREATIVE



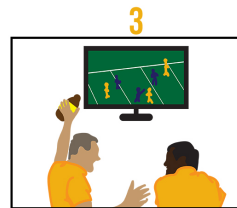
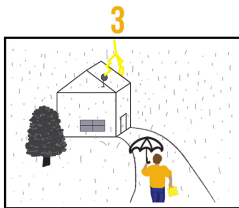
# EACH LEADS TO ADS...

## 15-SECOND VIDEO: FOOTBALL FRENZY

IMAGE

AUDIO

VIDEO



SFX: Thunder sound effect.  
Continuous rainfall sounds.

Snapple signature tune begins (a parody of "Finger Poppin' Time") ...  
"It's Snapple, pop, poppin' time."

"The break feels so good, it makes me want to shine!"

"Poppity, pop, pop, pop."

SFX: Clink of the bottles  
Voiceover: "Snapple: Pop Back to Life."

Scene opens with a bolt of lightning hitting a satellite dish on a house, visibly frying it. Medium shot of a mid-twenties man ("Snapple Man") walking into a house. Everything but the Snapple Man appears in black & white.

He is wearing a "Snapple Orange" jersey and carrying a Snapple six-pack which he sets down on a table. Frustrated football fans are crowded around a TV that reads "No Signal."

Medium shot of the Snapple man popping open a Snapple bottle and taking a sip.

As he takes a sip, the camera pans out to a wide angle shot as the cable turns back on and the game appears on screen. Much to the surprise of the on-looking fans, bottles pop into their hands.

Everyone pops their bottles open and takes sips.

The screen is saturated with color. Wide shot of everyone surrounding the TV, excitedly cheering their teams on.

Close-up shot as the Snapple Man joyously clinks bottles with two men wearing opposing team jerseys.

The Snapple logo and tagline are supered on screen.

Other executions will include alternative daily activities such as people popping back to life at a grocery store, public park, and on a city bus.



CREATIVE

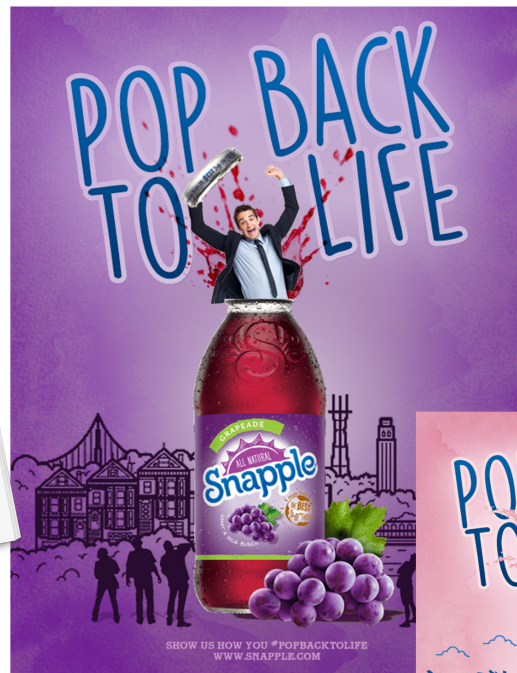
10

# ...THAT SPARK THE MEMORY IN PRINT...

PERSONAS FROM OUR TARGET POP OUT OF BOTTLES, FURTHER COMMUNICATING OUR TAGLINE.



“SHOW US HOW YOU #POPBACHTOLIFE” AND “WWW.SNAPPLE.COM” ARE SHOWN AT THE BOTTOM TO DRIVE ENGAGEMENT.

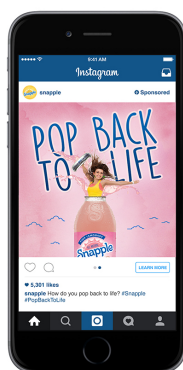


PRINT ADS ARE DESIGNED TO REFLECT THE CITYSCAPE OF EACH TARGET DMA.



CREATIVE

## ...AND RESONATE DIGITALLY ACROSS SCREENS...



## ...AND AIRWAVES...

Radio spots will highlight the pop and refreshment that comes with drinking Snapple. Each spot will alert listeners of the location of Snapple Poppin' promotional events and drive website viewership.

**LISTEN AT [BIT.LY/RADIOSPOT343](http://bit.ly/radiospot343)**

SECONDS	DESCRIPTION	AUDIO
2	SFX	Snapple Poppin' Time begins playing softly in the background.
3	SFX	Music continues. Pop of Snapple bottle cap being removed and sound of person taking a sip followed by an "ahh."
8	SFX Announcer	Music continues. "Pop Back to Life at the free Snapple Poppin' Tour with a concert and games in Chicago this Friday. Download the Snapple app or find out more at <a href="http://Snapple.com">Snapple.com</a> ."
2	SFX	Snapple Poppin' Time continues. Sound of Snapple glass bottles clinking together.



CREATIVE

## ... AND INTO THE DAILY LIVES OF THE TARGET ACROSS 3 MAJOR INTEREST GROUPS.



### POP CULTURE PASSIONISTAS

- Start their day by checking their social media feed to see what celebrities are up to.
- Use breaks throughout their busy day to check online for the latest celebrity buzz.
- Relax at home by watching their favorite reality TV shows.



### ENTERTAINMENT ENTHUSIASTS

- Listen to their favorite songs on the radio on their way to work.
- Check websites and mobile alerts throughout their busy day to see if affordable tickets are available to their favorite shows and concerts.
- Enjoy going to comedy clubs and shows with friends.



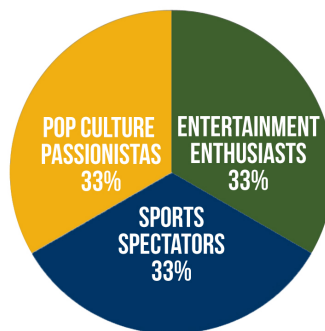
### SPORTS SPECTATORS

- Listen to sports radio stations on their drive to work.
- Check game scores online throughout their busy day.
- Invite friends over to watch the game.



**MEDIA**

### MEDIA WEIGHT PER INTEREST GROUP



This media weight strategy was derived from the target's primary and uniform interest levels in pop culture, live entertainment, and sports.

### RECOMMENDED BUDGET ALLOCATION

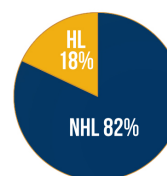
The greatest opportunity for sales lift lies in the Non-Heartland due to the large population size and lower level of brand consideration. As a result, 80% of the media weight will be allocated to the Non-Heartland and 20% to the Heartland, levels which achieve our objectives while minimizing media waste.

### HEAVY-UP CITIES

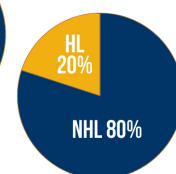
The following cities show the greatest potential for gaining loyal Snapple consumers due to their large population and high indexes for drinking iced tea or juice drinks. Consequently, the media strategy heavies up in the following Designated Marketing Areas ("DMA"s), 8 of which are located in the Non-Heartland.

- |                    |                   |
|--------------------|-------------------|
| ● LITTLE ROCK, AR  | ● CHICAGO, IL     |
| ● LOS ANGELES, CA  | ● NEW ORLEANS, LA |
| ● DENVER, CO       | ● NEW YORK, NY    |
| ● WASHINGTON, D.C. | ● DALLAS, TX      |
| ● MIAMI, FL        | ● HOUSTON, TX     |

### U.S. POPULATION



### BUDGET ALLOCATION

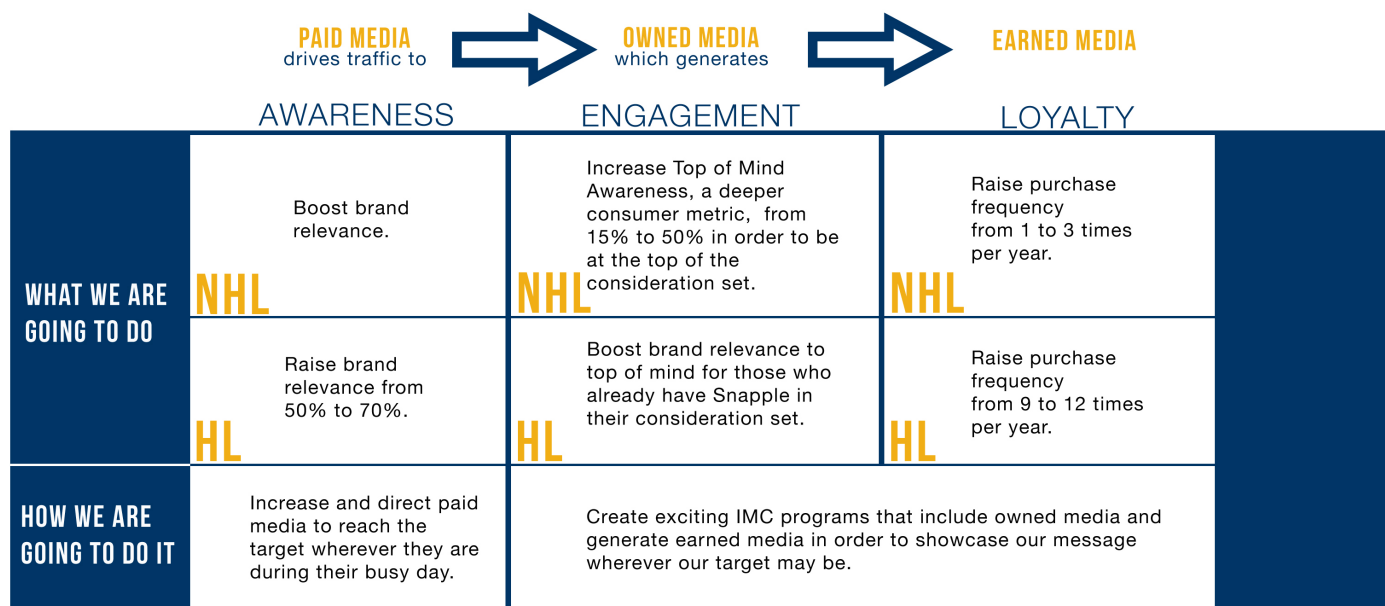




# BUILDING SNAPPLE BRAND LOYALTY BY RAISING AWARENESS & ENGAGEMENT IN THE NON-HEARTLAND & HEARTLAND

## STRATEGY

In order to most effectively reach the target in the Non-Heartland and Heartland, we have developed a media strategy with an emphasis placed on interactive and digital tactics. The three stages of this consumer journey include **Awareness, Engagement, and Loyalty**, all emphasizing that a Snapple break pops the consumer back to life.



DURING THE YEAR-LONG CAMPAIGN, AT LEAST 75% OF THE TARGET WILL BE EXPOSED TO OUR MESSAGING.



MEDIA



## ENGAGING THE TARGET THROUGH TRADITIONAL MEDIA...

### TELEVISION CABLE NETWORKS

Cost: \$3,305,000 | Reach: 211,452,335

**Networks:** E!, Esquire, VH1, Adult Swim, MTV, Fuse, Fuel TV, ESPN, Sportsman

Twenty 15-second prime time spots across the above networks

On average, the consumer is 122% more likely to watch these networks.<sup>5</sup>

### SPECIAL BROADCAST

**Golden Globes:** Two 15-second spots to air during the Golden Globe event

### MAGAZINES PRINT AND DIGITAL

Cost: \$6,642,816  
Reach: 48,181,500

**Magazines:** US Weekly, Star, Sports Illustrated, ESPN, Variety, Rolling Stone

6 full page, full color ads in each magazine

On average, the target is 71% more likely than the rest of the population to read these publications.<sup>5</sup>

### RADIO LOCAL RADIO

Cost: \$528,000 | Reach: 21,120,000

**Heavy-up** on "Top 40" stations in Los Angeles CA, Chicago IL, and Dallas TX.

Spots purchased when target listens the most

AdMall states that 46% of iced tea drinkers responded to radio ads in the past 12 months.

Local radio spots are a highly cost-efficient purchase to connect to the target.

### OUT OF HOME PUBLIC TRANSPORTATION

Cost: \$975,760 | Reach: 487,880,000

**Heavy-Up Cities:** Los Angeles CA, Houston TX, Chicago IL, Miami FL

Placement of full color posters on public transportation over 9 weeks in June, July, and August.

### FARE CARDS

Cost: \$510,000 | Reach: 1,000,000

**Heavy-Up Cities:** Los Angeles CA, Houston TX, Chicago IL, Miami FL  
250,000 cards per city.

The selected cities have high populations and major transit systems.

On average, RTD iced tea and juice drinkers are 75% more likely to take public transportation.<sup>5</sup>



<sup>5</sup>Simmons Oneview 2013

MEDIA

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# ...AND FOCUSING ON DIGITAL TOUCH POINTS.

## DIGITAL & ONLINE

### BANNER ADVERTISING

**\$5,200,000 | IMPRESSIONS: 852,000,000**

Amazon, UFC, Live Nation, TMZ, NBA, GameSpot, FamilyFun Magazine, CheapTickets

The target is 75% more likely than the rest of the population to respond to skyscraper ads and 80% more likely to respond to banner ads.<sup>6</sup>

**Retargeting** will increase traffic and drive consumers back to the Snapple site.

### YOUTUBE PRE-ROLL ADVERTISING

**\$5,000,000 | IMPRESSIONS: 1,000,000,000**

The target is 60% more likely to visit YouTube.<sup>6</sup>

### INTERNET RADIO ADVERTISING

**\$180,000 | IMPRESSIONS: 27,000,000**

Spotify, Pandora

70% of the target responded "yes" when asked if they had visited Spotify or Pandora in the last 7 days.<sup>6</sup>

### POP BACK TO LIFE PLAYLIST ON SPOTIFY

The playlist will tie in with the exciting "Snapple Poppin' Tour" that will occur in 10 cities nationwide, beginning on National Iced Tea Day and ending with the "Poppin' Finale," a major performance event in Dallas, TX on September 22, 2017, the first day of fall.

### HOME PAGE TAKEOVERS

**\$3,700,000 | IMPRESSIONS: 114,000,000**

Amazon (5x), Yahoo (2x), YouTube (2x)

Select days over the first two weeks in January 2017 and on National Iced Tea Day, June 10, 2017

Snapple drinkers are 40% more likely to visit Amazon.com, 27% more likely to visit Yahoo, and 60% more likely to visit YouTube.<sup>6</sup>

Amazon is given more weight to promote the Snapple Dash Button.

### SNAPPLE DASH BUTTON VIA AMAZON

**\$200,000**

Offered through Amazon, the button allows the busy target to reorder Snapple anytime, anywhere, with the touch of a button.



### CAPTIVATE (DIGITAL ELEVATOR ADVERTISING)

**\$1,554,000 | IMPRESSIONS: 4,500,000**

A 2010 Nielsen survey shows that the company delivers more than 31 million impressions to over four million viewers in an average month.<sup>7</sup>

### SNAPPLE GOOGLE DOODLE CONTEST

Winner's creation to be featured on Google on National Iced Tea Day

**\$4,000,000 | IMPRESSIONS: 3,000,000,000**

**From February up until National Iced Tea Day**, contestants will be challenged to create a Snapple Google Doodle which they will submit to the Snapple website for voting purposes. The winning Doodle will be selected by Snapple from the five most popular Doodles.

The winner will have their Doodle featured on Google and will be flown out to the "Poppin' Finale" in Dallas.

The target is 25% more likely to search on Google than on other search engines.<sup>6</sup>

As of 2015, there were over 100 billion searches on Google each month worldwide according to Amit Singhal, Senior Vice President, Google Search.



<sup>6</sup>Simmons Oneview 2013  
<sup>7</sup>Nielsen

MEDIA

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# CREATING HARMONY BETWEEN WEB AND MOBILE

WHETHER THROUGH THE APP OR WEBSITE, THE USER IS GIVEN A SEAMLESS EXPERIENCE.

## SNAPPLE'S MOBILE ENABLED INTERACTIVE WEBSITE

### SNAPPLE GENERATED CONTENT

Take weekly quizzes and polls with social media sharing capability.

- What Snapple Flavor Are You?
- Choose The Real Snapple Fact

### USER GENERATED CONTENT: #POPBACHTOLIFE VIDEOS

#PopBacktoLife clips from social media will be selected to appear in a video montage on the website's homepage slider.



## THE FREE SNAPPLE MOBILE APP

### AUGMENTED REALITY - \$50,000

Hover a smartphone camera over a cap's Real Fact and watch it transform into dynamic virtual images that reflect the facts.



Between 2014 and 2018, augmented reality users are expected to rise from 60 million to 200 million unique users.

- Juniper Research, 2014

### OTHER FEATURES - \$400,000

- Beacon technology at selected retailers and Snapple events to gain **top of mind** awareness
- The Daily Shake: Shake a virtual bottle up to five times a day to either view Real Facts or possibly win a Snapple promotional item.
- Snapple Poppin' Trivia game: just for the fun of it!

Active in-cap QR code that activates images for those with the app. Click the URL to see video demonstration.

[BIT.LY/ARDEMO343](http://BIT.LY/ARDEMO343)



"...mobile app experiences do more to drive brand preference than peer recommendations, TV ads, expert reviews or email."

- Shiv Singh, VP and Global Head of Digital and Marketing Transformation, Visa Inc., 2015

## SNAPPLE LOYALTY PROGRAM: MORE SNAPPLE, MORE POINTS

Access a personal Snapple account on the website to monitor and redeem loyalty points for

**COUPONS, PRIZES, AND SNAPPLE POPPIN' TRIVIA GAME UPGRADES.**

To score on the go, use the app to scan the cap's QR code.



MEDIA

# TO KEEP THE CONVERSATION GOING:

## PAID SOCIAL MEDIA AD SPENDING

### FACEBOOK

**\$485,400 | IMPRESSIONS: 3,382,066,957**

- Targeted Facebook ads placed throughout newsfeeds
- 80% of iced tea drinkers consider Facebook their top social media platform.<sup>8</sup>

### INSTAGRAM

**\$754,800 | IMPRESSIONS: 120,000,000**

- Sponsored Instagram posts placed throughout newsfeeds
- "[Instagram] users are two and a half times more likely to click on ads than on other social media platforms"
- David Zelniker, Kenshoo, Product Manager, 2015<sup>9</sup>

### TWITTER

**\$500,230 | IMPRESSIONS: 97,000,000**

- Promoted tweets placed throughout timelines
- 57% of the target is active on Twitter.<sup>10</sup>



## SNAPCHAT ON NATIONAL ICED TEA DAY

Discover Live Story

**\$700,000 | IMPRESSIONS: 20,000,000**

June 10, 2017

### Pop Back to Life Branded Lens

- Snapchat users celebrate National Iced Tea Day with a festive lens that lets users take selfies to show them popping out of Snapple bottles.
- 58% of the target uses Snapchat.<sup>11</sup>

<sup>8</sup>AdMall

<sup>9</sup>Kenshoo, a marketing technology services firm

<sup>10</sup>Statista

<sup>11</sup>comScore

## OWNED SOCIAL MEDIA

### #POPBACHTOLIFE

#### USER GENERATED CONTENT ON SOCIAL MEDIA

Users post videos, pictures, and stories to share how they #PopBackToLife with Snapple in both their everyday lives and at the following events:

- Snapple Poppin' Tour
- The Poppin' Finale Performance
- Keep America Beautiful Events
- Pop Back To Life Social Media Video Contest

*"One of the most effective ways to optimize ROI from social media marketing efforts is to establish and cultivate relationships on social media, and then **lure them to home: the website.**"*

Rebecca Murtagh, Author of *Million Dollar Websites: Build a Better Website Using Best Practices of the Web Elite in E-Business, Design, SEO, Usability, Social, Mobile and Conversion*, 2013

**Facebook:** 1 post per day. Each campaign event will have an event-specific page so consumers can invite their friends.

Facebook Live Streaming is used during Pop Back to Life campaign events.

**Instagram:** 1 post per day to enhance brand engagement

**Twitter:** 1 Tweet per day to encourage user discussion

Periscope live streaming is used during Pop Back to Life campaign events.



MEDIA



# FUN IN-STORE ACTIVATIONS THAT BUILD PURCHASE VOLUME

## SNAPPLE POPPIN' TRIVIA TIME

### IN-STORE TABLET FACT-OR-FICTION GAME

\$3,000,000 | SHELF SPACE & TABLET FEES  
3,000 LOCATIONS IN TOP 10 DMAS

Interactive tablets in convenience stores near Snapple displays present 8 choices to answer the question **"Which Activity Puts the POP Back In Your Day?"** Based on customers' selection of activities such as basketball, gardening, and dance, the screen will advance to the...



#### "Snapple Fact-or-Fiction" Game:

Answer 4 timed trivia questions correctly to be entered to win prizes such as an outdoor basketball hoop, gardening tool set, or tickets to the local ballet.



INTEGRATION

## "SPORTS SPECTATORS" SHARE PHOTOS FOR A CHANCE TO WIN TICKETS TO A LOCAL GAME

### POPPIN' 4 CARRIERS

\$520,000 FOR 1,000,000 PRINTED 4-SLOT BOTTLE CARRIERS

To encourage multiple purchases, colorful foldable carriers located close to Snapple displays in select Walgreens\* let customers mix & match different flavors. Share with friends at the big game or bring a treat back to the office. *There is a flavor for everyone!*



Users post photos with #PopBacktoLife of how sharing the mix & match carrier has brought them closer to their friends and coworkers. The 4 photos with the most likes will each win 4 tickets to a local game and have their photo featured on the Snapple.com homepage.

### "SPORTS SPECTATOR" TEAM SHOWCASES

\$200,000 | 2 WEEKS PER MONTH FOR 8 MONTHS  
500 WALGREENS IN THE TOP 10 DMAS

Snapple bottles will be arranged to create colorful displays within 500 Walgreens in the top 10 DMAs. Each display will be customized to reflect the colors of 20 local college football & basketball teams such as The Texas Longhorns.



\*Walgreens is opening flagship stores to provide premium experiences and to target those with busy lifestyles. [USA Today]



# FIRST ANNUAL SNAPPLE POPPIN' TOUR

KICKING OFF ON NATIONAL ICED TEA DAY AND ENDING WITH THE POPPIN' FINALE ON THE FIRST DAY OF FALL

## TWO SNAPPLE TRUCKS TRAVEL FROM COAST TO COAST STOPPING IN THE TOP TEN DMAS

In keeping with the sonic branding feature of the campaign, a 4-month, 10-city concert festival will energize the target with interactive carnival games and free live music performances by up-and-coming artists from each DMA. Attendees of these events will have chances to win free tickets to the first annual *Poppin' Finale*.



Live music performances and interactive carnival games will bring joy and fun to the community.

## INVITING THE WHOLE COUNTRY TO PARTICIPATE:

YOU DON'T HAVE TO ATTEND THE EVENTS TO GET INVOLVED IN THE FUN!

- 1. FACEBOOK LIVE STREAM & TWITTER PERISCOPE**  
Followers at home join in by taking a music break and watching the live show.
- 2. SOCIAL MEDIA CONTEST: WHAT POPS YOU BACK TO LIFE?**  
Social media users, both attendees and online viewers, share videos to show what makes them pop back to life. The three video posts that receive the most shares will win two concert tickets and transportation to the *Poppin' Finale*.
- 3. RADIO ADVERTISEMENTS**  
Announcements promote the Snapple Poppin' Tour and inform locals when the truck will arrive.

## THE POPPIN' FINALE

For the final stop, both Snapple trucks will unite in Dallas, TX to say goodbye to summer and *pop* into fall. This lively event will be more extravagant than previous stops, featuring headliners including Luke Bryan and Demi Lovato, interactive tour activities, giveaways, a Snapple Cap Art Competition to meet the headliners, and much more!

### GET ON STAGE WITH THE SNAPPLE POPPIN' PERSONALIZED SONG CONTEST

The best performance wins \$5,000 and a year's supply of Snapple beverages!

Users are challenged to create their own music video of the "Snapple Poppin' Time" song by using personalized lyrics that show how *they* pop back to life. Videos are uploaded to the Poppin' Personalized Song Contest page at Snapple.com to be voted on by users across the nation. The five contestants with the most likes will be flown in to perform on stage at the *Poppin' Finale* in front of Snapple judges to include concert headliners.



INTEGRATION

# SNAPPLE AND “KEEP AMERICA BEAUTIFUL” LEAVE A LASTING IMPRESSION ON CITIES

## SNAPPLE SANCTUARIES

Snapple will work together with *Keep America Beautiful* to create sanctuaries within 10 parks in each target DMA.

These relaxing and colorful environments will include:

- Benches, picnic tables, a fountain, and recycling bins
- Brightly colored flowers to match Snapple flavors
- Birdhouses inscribed with aviary themed Real Facts

A cobblestoned path engraved with Snapple Real Facts will pave the way to sanctuaries.

A park locator and other sanctuary information will be found on the Snapple App and website.



## KEEP AMERICA BEAUTIFUL AT THE SNAPPLE POPPIN' TOUR

- **“Recycle a Cap, Get a Pic” photo booths:** Attendees will deposit their Snapple cap into the booth's coin slot to activate the booth, take pictures, post them to social media sites, and receive a coupon for their next Snapple purchase.
- **Large scale ‘Snapple Cap Art’:** Local artists will use Snapple caps to show how reusing materials can create beautiful and artistic installations.
- **Snapple-branded recycling bins** will be donated to each city of the tour to promote the importance of caring for the environment.

## STIRRING COMMUNITY INVOLVEMENT

- **Give to Community, Get Tickets:** At Keep America Beautiful volunteer events, Snapple ‘Pop Up’ tents will provide free Snapple beverages to the volunteers. Upon leaving, each volunteer will receive a message of thanks with the Snapple branded logo. Each message includes a reminder to **post 3 photos at 3 Keep America Beautiful Events** to receive **free tickets to the Poppin’ Finale**.
- Donate on the Keep America Beautiful site and be directed to the Snapple site to receive “thank you” promotional items.



INTEGRATION

# PARTNERSHIPS THAT HIT IT OUT OF THE PARK AND ONTO THE SCREEN

## AMC THEATRES AND THE LITTLE LEAGUE BASEBALL WORLD SERIES

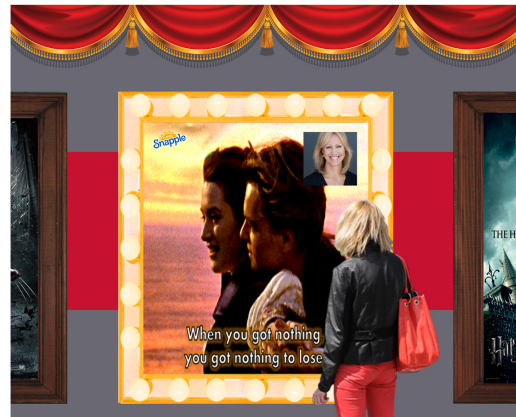
### 'POP INTO THE SCENE' INTERACTIVE MOVIE POSTERS IN THE TOP 10 DMAS

"Entertainment Enthusiasts" and "Pop Culture Passionistas" will love reading lines with their favorite actors and becoming the new stars of the scene.

**STAR** in a trailer from a selection of 10 classic films that will be shown to the movie theater's audience members.

**SHARE** the scene with Near Field Communication technology that transfers the videos directly to the participant's phone!

**SAVE** at the concession stands with a "Buy One Snapple, Get a Free Popcorn" coupon for participating.



#### THE TARGET IS:

- A frequent movie-goer that is 72% more likely to visit theaters at least 5 times within a 6 month period.<sup>12</sup>
- 48% more likely to attend an AMC theater.<sup>12</sup>

### LITTLE LEAGUE BASEBALL WORLD SERIES ON ESPN FEATURING THE "SNAPPLE POP BACK TO LIFE CAM"



During the third inning of the final 15 games, the stadium's jumbotron will announce "What time is it...?" This cues the campaign theme song "It's Snapple Poppin' Time!"

As the music plays, the camera seeks to feature those who are *poppin'* to the tune. The camera freezes on the most energetic group who are then projected on the jumbotron within a Snapple frame.

Featured fans will receive a *Little League x Snapple* T-shirt and Snapples for the whole gang!

4.2 million viewers tuned into the championship game in 2014, the highest viewed ESPN program to date.<sup>13</sup>



Little Leaguers will wear jerseys with the Snapple logo on it during the games.

### MAJOR LEAGUE

#### #PopToWorldSeriesContest

Contestants will post videos of themselves popping back to life while watching a Little League World Series game. The winner, chosen by Snapple, will be awarded a pair of tickets to the 2017 Major League Baseball World Series.

### INTEGRATION

<sup>12</sup>Simmons OneView (2013)  
<sup>13</sup>ESPN MediaZone (2014)

# POP BACK TO LIFE FLOWCHART & ROI

Month (2017)	January	February	March	April	May	June	July	August	September	October	November	December	Total	% of Budget
<b>TELEVISION NETWORKS</b>													\$3,305,000	7.0%
Cable Networks													\$2,880,000	
NBC - The Golden Globe Awards													\$425,000	
<b>PRINT, OUT OF HOME, RADIO</b>													\$8,476,576	17.0%
Magazines													\$6,462,816	
Public Transportation													\$975,760	
Local Radio													\$528,000	
Metrocard Takeover													\$510,000	
<b>DIGITAL AND SOCIAL</b>													\$22,724,430	45.0%
Banner Ads, Pre-Roll & Internet Radio													\$10,380,000	
Snapple Google Doodle Contest													\$4,000,000	
Home Page Takeovers													\$3,700,000	
Digital Elevator Advertising													\$1,554,000	
Snapple Mobile App													\$450,000	
Snapple Dash Button													\$200,000	
Facebook, Instagram, & Twitter													\$1,740,430	
Snachat													\$700,000	
<b>INTEGRATION / PARTNERSHIPS</b>													\$5,390,794	11.0%
First Annual Snapple Poppin' Tour													\$2,842,432	
AMC Theatres													\$2,166,236	
Little League Baseball World Series													\$320,600	
Snapple Sanctuary													\$61,526	
<b>RETAIL ACTIVATION</b>													\$5,103,200	10.0%
Snapple Poppin' Trivia Time													\$4,380,000	
The Poppin' 4 Mix & Match Carrier													\$523,200	
"Sports Spectator" Team Showcases													\$200,000	
<b>PRODUCTION</b>													\$2,250,000	4.5%
<b>MUSIC - RIGHTS TO SONG</b>													\$250,000	0.5%
<b>OPPORTUNISTIC BUYS</b>													\$2,500,000	5.0%
<b>TOTAL</b>													\$50,000,000	100.0%

## RETURN ON INVESTMENT

The proposed \$50MM budget is more than 400% of what Snapple spent in recent years, having spent \$12MM in 2014. Based on our estimates, we believe it will translate to a 30% increase in sales after the first year of the campaign, or the equivalent of a \$63MM increase in income. This is due to additional increased awareness and engagement levels and points of distribution, particularly in the Non-Heartland. There will be future revenue streams due to the lifetime value of new customers.

We are so confident that the **Pop Back to Life** campaign will provide this sales lift that we are willing to bet our compensation on this performance indicator.



FLOWCHART



“ PROGRESS IS NOT PROGRESS IF IT CANNOT BE MEASURED. ”

W. EDWARDS DEMING

Continued evaluation is necessary throughout the duration of the campaign and beyond. Our approach effectively tracks the success of our outreach through varied research-based measurement tools.

OUR MEASUREMENT VALUE CHAIN MODEL REFLECTS OUR GOAL TO GAUGE THE SUCCESS OF OUR CAMPAIGN.

## GOALS AND OBJECTIVES

Bring Snapple to the top of the target's RTD Tea and Juice Drink consideration set in both the Non-Heartland and Heartland.

### Non-Heartland:

- Drive trial through increased awareness and engagement.
- Raise purchase frequency from 1 to 3 times per year.

### Heartland:

- Raise purchase frequency from 9 to 12 times per year.

## ONGOING EVALUATION

- Measure increase in awareness.
- Measure engagement by number of people interacting with the brand's content.
- Measure visitor frequency rate on owned media.
- Analyze conversations/consumer sentiment on social media.
- **Measure the rate of increased purchase frequency throughout campaign.**

### Tools:

- Web analytics
- Attribution (Position Based or Time Decay modeling)
- Brand perception research
- Sales tracking

## RETURN ON MARKETING INVESTMENT

- Return on Incremental Sales in the Non-Heartland based on 80% media weight
- Return on Incremental Sales in the Heartland based on 20% media weight
- Media post-buy analysis



## ADDRESSING “THE BEST STUFF” AND FUTURE RECOMMENDATIONS

### WHY OUR BEST STUFF DOES NOT INCLUDE “THE BEST STUFF”

Primary research suggests that most consumers do not associate Snapple with the tagline, “Made From The Best Stuff on Earth.”



A store owner, who spends 12 hours of his day next to a branded Snapple fridge with the tagline, “Made From The Best Stuff on Earth,” could not identify the brand when given the tagline.

Still not convinced? 97% of respondents in a 200 person nationwide survey could not identify it either.

Therefore, the Pop Back to Life campaign emphasizes the sonic pop of Snapple in order to increase memorability and recall.

### 2018 AND BEYOND: FUTURE RECOMMENDATIONS

After the campaign finishes, we suggest **increasing media exposure** to match our strategy with the following ideas:

#### CONTINUE THE SNAPPLE POPPIN’ TOUR ON AN ANNUAL BASIS

Conduct the truck tour & concert every year to spark tradition, excitement, and further brand loyalty.

#### POP-UP BOOTHS WITH VIRTUAL REALITY

At future events, walk into pop-up booths to experience a fully immersive virtual reality of previous Snapple concerts.

#### INCREASE GAME PARTICIPATION

Snapple should increase the amount of games on its app and website. To keep consumers on the website longer, implement a play-with-friends feature.

#### POPBOX FRIDGE

Smart fridges should be placed in select Snapple retailers nationwide. The PopBox fridge is capable of interacting with Snapple customers to enhance their in-store experience. It will have a camera and Near Field Communication (NFC) software so that customers can share their PopBox moment on social media.



FUTURE RECOMMENDATIONS

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